

IN THE CLAIMS:

Please cancel Claims 1, 3, 5, 6 and 9-17 without prejudice or disclaimer of the subject matter recited therein.

Please add new Claims 18-21 as follows.

Claims 1-17. (Cancelled).

18. (New) A function assignment method for function keys of an operation device, comprising steps of:

displaying a first hierarchical level menu comprising a plurality of first items;

selecting by a user one of the first items;

displaying, on a same screen with the first hierarchical level menu, a second hierarchical level menu according to the selected first item, the second hierarchical level menu comprising a plurality of second items;

selecting by the user one of the second items;

displaying a registration menu comprising third items relating to the function keys;

selecting by a user one of the third items; and

assigning a function according to a set of the selected first and second items to a function key relating to the selected third item with one-to-one correspondence.

19. (New) A method according to claim 18, wherein the operation device is a remote controller for a television receiver and the first hierarchical level menu comprises image quality adjustment and sound adjustment.

20. (New) A method according to claim 19, wherein the second hierarchical level menu comprises contrast and luminance for image quality adjustment and sound volume for the sound adjustment.

21. (New) A method according to claim 18, wherein the first and second hierarchical level menus and the registration menu are adjacently displayed stepwise according to the selection by the user, on the same screen.